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Mass Audience

W. Russell Neuman



Mass Audience:

The Future of the Mass Audience W. Russell Neuman, 1991-11-29 This book focuses on how the changing technology and economics of the mass media in post industrial society will influence public communication

The Mass Audience James Webster, Patricia F. Phalen, 2013-11-05 In the early 20th century a new and distinctive concept of the audience rose to prominence The audience was seen as a mass a large collection of people mostly unknown to one another that was unified through exposure to media This construct offered a pragmatic way to map audiences that was relevant to industry government and social theorists In a relatively short period of time it became the dominant model for studying the audience Today it is so pervasive that most people simply take it for granted Recently media scholars have reopened inquiry into the meaning of audience They question the utility of the mass audience concept characterizing it as insensitive to differences among audience members inescapably bound up with discredited notions of mass society or serving only a narrow set of industrial interests The authors of this volume find that these assertions are often false and unwarranted either by the historical record or by contemporary industry practice Instead they argue for a rediscovery of the dominant model by summarizing and critiquing the very considerable body of literature on audience behavior and by demonstrating different ways of analyzing mass audiences Further they provide a framework for understanding the future of the audience in the new media environment and suggest how the concept of mass audience can illuminate research on media effects cultural studies and media policy

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Cinema Entertainment: Essays On Audiences, Films And Film Makers Sergi, Gianluca, Lovell, Alan, 2009-05-01 Entertainment is seen as something that is superficial lacking in substance mere entertainment Taking Hollywood cinema as its main focus this text challenges this negative account

Racism, Sexism, and the Media Clint C. Wilson, Felix Gutierrez, Lena Chao, 2003-08-28 This third edition presents current information in the rapidly evolving field of minorities interaction with mass communications including the portrayals of minorities in the media advertising and public relations

Understanding Audiences Robert H. Wicks, 2000-10-01 Understanding Audiences helps readers to recognize the important role that media plays in their lives and suggests ways in which they may use media constructively Author Robert H Wicks considers the relationship between the producers and the receivers of media information focusing on how messages shape perceptions of social reality He analyzes how contemporary media including newspapers film television and the Internet vie for the attention of the audience members and evaluates the importance of message structure and content in attracting and maintaining the attention of audiences Wicks also examines the principles associated with persuasive communication and the ways in which professional communicators frame messages to help audiences construct meaning about the world around them Among other features this text describes the processes associated with human information processing presents an analysis of the principles associated with social learning in children and adults and explores the possibility that media messages may cultivate ideas attitudes and criticisms of this perspective explains how most media messages are framed to highlight or accentuate specific perspectives of individuals or organizations challenging the notion of objectivity in media information messages considers the effects of media exposure such as whether the contemporary media environment may be partially responsible for the recent rash of school violence among young people analyzes the Internet as an interactive medium and considers whether it has the potential to contribute to social and civic disengagement as it substitutes for human interaction and evaluates the principles of the uses and gratifications approach as they apply to the new media environment including traditional media as well as popular genres like talk shows and developing media systems such as the Internet Intended for upper level undergraduate and graduate students who need to understand the nature of the media and how they interact with these messages Understanding Audiences promotes the development of media literacy skills and helps readers to understand the processes associated with engaging them in media messages It also offers them tools to apply toward the shaping of media in a socially constructive way

Media Literacy W. James Potter, 2008 Media Literacy is a captivating engaging reader friendly textbook essential for introductory Media Studies courses in communication sociology film studies and English SirReadaLot.org In this media saturated world it is critical to approach media influences using critical thought and active participation Media Literacy Fourth Edition uses an engaging and conversational style to help students gain the skills needed to navigate the rocky terrain of mass messages which are designed to inform them to entertain them and to sell them This captivating book offers a plan of action for gaining a clearer perspective on the borders between the real world and the simulated media world helping readers become responsible media consumers

[EBOOK: Cinema Entertainment: Essays On Audiences, Films And Film Makers](#) Gianluca Sergi, Alan Lovell, 2009-05-16 Entertainment is a defining feature of contemporary culture yet it is often

accused of being superficial and even harmful In this thought provoking book the authors challenge this negative view and argue for a reconsideration of the value of entertainment and the effect it has on the world in which we live Taking Hollywood cinema as its central focus this exciting book explores the range of debates that the phenomenon of cinema entertainment has aroused It is packed with examples from modern popular films throughout including a whole chapter on the hugely successful film *The Dark Knight* The book features interviews with Randy Thom and Walter Murch filmmakers involved in creating some of the most successful films of recent years There is an interesting discussion of the work and reputation of renowned filmmakers Steven Spielberg and Alfred Hitchcock names which have become synonymous with cinema entertainment The authors consider what makes a film successful by looking at box office figures as well as detailed description and critique of current debates surrounding what it means to entertain and be entertained Cinema Entertainment is important reading for film and media students as well as anyone interested in contemporary mass culture

Advanced Studies in Media Joe Nicholas,John Price,1998 *Advanced Studies in Media* has been designed to offer a comprehensive and stimulating textbook for all students on advanced level media studies and communications studies courses

Health Promotion Keith Tones,Sylvia Tilford,2001 The authors have joined forces again to reflect upon the ever changing world of health promotion As a result their highly respected textbook has been substantially rewritten to document both theoretical and practical developments within this important sphere of professional activity

The concept of the mass audience in American broadcasting Charles Henry Stamps,1979

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